



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Amy Buckler
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Tuesday, June 27, 2017

10:00 AM

CR 112

Special Meeting of the Marketing Committee

1. CALL TO ORDER

The meeting was called to order.

1.A ROLL CALL

Present: 4 - Chair Mary Corso, Boardmember Janis Dean, Boardmember Kim Murillo and Boardmember Danielle Ruse

OTHERS PRESENT

City of Olympia Senior Planner Amy Buckler
Thurston Talk guests Martin McElliot and Jessica Hoppe

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

- 3.A [17-0659](#) Approval of March 29, 2017 PBIA Marketing Committee Meeting Minutes

The minutes were approved.

- 3.B [17-0690](#) Approval of May 30, 2017 PBIA Marketing Committee Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

- Introduction of Senior Planner Amy Buckler as Lead PBIA Liaison

6. BUSINESS ITEMS

- 6.A [17-0693](#) Discussion of Twinklefest 2017

Twinklefest Discussion:

- Format, sponsorships, inclusion, incentives and general planning.
- Question of spending arose from \$2,500 - \$10,000 for contracts. Staff will confirm dollar amounts.
- Board agreed to meet July 11th, 9:30 a.m. for further discussion.

The discussion was completed.

7. REPORTS

Mr. McElliot provided an overview of the Thurston Talk platform, and discussed marketing and advertising options for various Downtown events.

8. OTHER TOPICS - None

9. ADJOURNMENT

The meeting adjourned at 11:30 a.m.